



**OKLAHOMA**  
MAIN STREET

## Join the Oklahoma Main Street Program



Organization

Promotion



Design



Economic Vitality



# We Keep Oklahoma's Main Streets in Business

The Main Street program encourages economic revitalization in Oklahoma communities and neighborhood districts through historic preservation in ways appropriate to today's marketplace.

By focusing efforts to bring vibrancy to your historic commercial district, the local program can find the self-reliance and empowerment needed to increase the quality of life for residents.



Main Street is a volunteer-driven program relying on the commitment of private citizens and civic leaders. Organizing your resources and efforts is a proven process helping to ensure economic revitalization.

We train local organizations to plan, implement and measure downtown/historic commercial district activities, and to recognize opportunities for change and economic development.

Our services include board, program director, and committee trainings. We help with visioning, conduct volunteer and fund development workshops, as well as provide technical visits, strategic planning sessions and annual program assessments.



Well planned promotions with specific goals attract large crowds and reacquaint people with the benefits of the historic commercial district as a center of commerce and social gatherings.

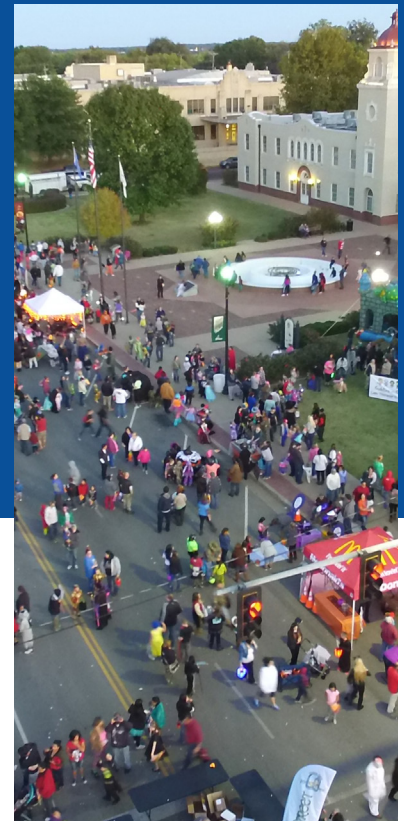
We help you identify public and private services, improving your marketing and creating a positive image for your district.

Our services include promotion committee training, marketing resources, retail and special event planning/evaluation and social media development.



## Organization

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Each downtown/historic commercial district is unique, a place where many grew up and made lasting friends and memories. Preserving the historic architecture recaptures a town's physical and emotional image.

Façade improvements, merchandising techniques, window displays, signage, landscaping, and sidewalk and parking improvements all contribute to a positive physical appearance.

We provide committee training, architectural, interior design and placemaking services. Referrals to contractors and other design professionals are available upon request.

Economic Vitality requires a step-by-step approach of identifying economic goals to strengthen the economic base of your local historic commercial districts.

A bustling downtown/historic commercial district is the best magnet for attracting new business. New directions and opportunities for existing and new businesses can be identified through a variety of on-going market analyses.

We provide training, business consulting, business planning, market development, financial analysis training, market analysis guides, workshops on customer service, asset management and more.

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## Oklahoma Main Street Center

Oklahoma Department of Commerce

900 North Stiles | Oklahoma City, OK 73104

405-815-6552 | 800-879-6552

[OKcommerce.gov/mainstreet](http://OKcommerce.gov/mainstreet)